

PATENT  
Attorney Dkt. No. 50442.010200

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

**Alan D. Gould et al.**

Confirmation No. **9535**

Serial Number: **09/917,792**

Art Unit: **3622**

Filing Date: **July 31, 2001**

Examiner: **Alvarez, Raquel**

Title: **Computerized System and Method for Increasing the Effectiveness of Advertising**

**NOTICE OF APPEAL**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

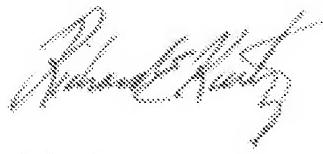
Applicant hereby appeals to the Board of Appeals from the decision dated August 11, 2006 of the Primary Examiner finally rejecting claims 1-24 and 26.

The \$250.00 Appeal Fee is:

- enclosed (Check No. \_\_\_\_\_)  
 not required (fee paid in prior appeal on this application)  
 requested to be charged to Deposit Account No. 50-0653

Applicant further petitions for any extension of time required to render the filing of this notice timely which may be in excess of any extension previously granted and paid for, and requests that the cost of such extension be charged to Deposit Account No. 50-0653. The Commissioner is authorized to credit any overpayment or charge any deficiencies to Deposit Account No. 50-0653.

Respectfully submitted,



Richard E. Kurtz, II  
Reg. No.: 33,936

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Filed: February 12, 2007